Evergreen and the Small Food Producers Network
VISION & MILESTONES Seminar Series for Small Food Businesses
Course Overview

What to Expect
This five-week program will meet on Wednesdays and a Thursday from 9:00am-12pm. Students should expect to spend at least one to two hours per week outside of class working on additional homework. This series is an excellent opportunity for business owners to establish or revisit their long-term vision and outline the milestones to achieving that vision.

Learning Objectives
- Understanding what a vision is and how it impacts company growth
- Clearly define the company vision
- Create the milestones to achieving the long-term vision
- Assess how to implement this plan and achieve these milestones

Schedule/Syllabus
Thursday, April 2, 2020 *please note: this is the only Thursday session of the seminar
Module 1: Introduction to Visioning
The first class introduces students to the concept of visioning and the impact it will have on their day to day experience of running a business as well as the impact it will have on long-term growth.

Wednesday, April 8, 2020
Module 2: Creating Your Long-Term Vision
The second class builds off the previous week and students begin to develop and finalize their long-term vision statements for their company.

*Please note: due to NYC DOE Spring Recess, there is no class week of 4/13

Wednesday, April 22, 2020
Module 3: Introduction to Goal Setting
The third class looks at the art and discipline of setting company goals in order to achieve the larger vision. Goals will include: Financial, Marketing, Personnel and Operations goals.

Wednesday, April 29, 2020
Module 4: Defining your Milestones
The fourth class will continue to build on the third class, creating the company milestones for each student.

Wednesday, May 6, 2020
Module 5: Implementing a Growth Plan
The final class will bring everything together and discuss how to go about implementing the vision and milestones within the company.
About Our Instructor:
Holly Howard, founder of business consultancy ‘Ask Holly How’
Since launching Ask Holly How in 2012, Holly has worked with over 100 businesses through her private consulting and business growth program. She has a rich background as a professional ballet dancer, music therapist, medical researcher, bassoonist, and a VP of Operations and Finance. She was the lead consultant on Plan For Growth with SBIDC and a core consultant with NYBDC.

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